



IC Market Tracking

**Industrial Doors in  
Europe 2018**

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# Your Benefits at a Glance

- ✓ Overview of the development of the **total market** and the **individual Segments**.
- ✓ **Market Forecasts** for all product segments and regions for the upcoming three years, based on our econometric models.
- ✓ Awareness of **Market Position** and development during the last two years, in comparison with major competitors and with respect to:
  - Total Market
  - Regional Markets
  - Product Groups and Segments
  - Distribution Channels
- ✓ Information about the most important **Factors of Influence**
- ✓ **Graphic Presentation** of the results facilitates the development of your own strategies.



## IC Market Tracking 2018 Industrial Doors in Europe



Product Groups	Materials	Distribution Channels	Size	Business Segments
Sectional Doors	Steel	Direct	Standard (up to 5 m)	New Construction
Sliding Doors	Aluminum	Indirect	Large (from 5 m)	Renovation
Rollers	Other			
Wing Doors				
High-Speed Doors				
Other				

For each segment the total market and market shares of the top players for the last two years and forecasts for the next three years are available in the study

## Product Groups

Sectional Doors

Turnover is stated in 1.000 Euro. Values are always Net-Turnovers (No List-Prices), discounts included

These gates consist of interconnected plates, which run vertically in suitable lateral guides.

Sliding Doors

These doors are formed by a door that slides sideways to the right or left, depending on the requirements, mounted on a guide on the floor.

Rollers

Rollers are used to close spaces in loading or working environments. They are similar to a roller shutter but also have to satisfy the safety and heat protection requirements.

Wing Doors

These doors are opened by a one- or two-winged system.

High-Speed Doors

Doors having high speeds and a large number of load changes in aligned designs. Depending on the design, a horizontal or vertical direction of rotation is possible.

Other

Other types of High-Speed Doors (e.g., swing gates, etc.).

## Materials

Steel

Steel doors.

Aluminum

Aluminum doors.

Other

Other types of materials (e.g., glass fiber, blends, etc.).



## Size

Standard (up to 5 m)

1 to 5 m wide High-Speed Doors.

Large (from 5 m)

Larger than 5 m wide High-Speed Doors.

## Business Segments

New Construction

High-Speed Doors installed with the construction of new industrial buildings.

Renovation

Renovation of High-Speed Doors in existing buildings.

## Distribution Channels

Direct

Direct selling to the end consumer.

Indirect

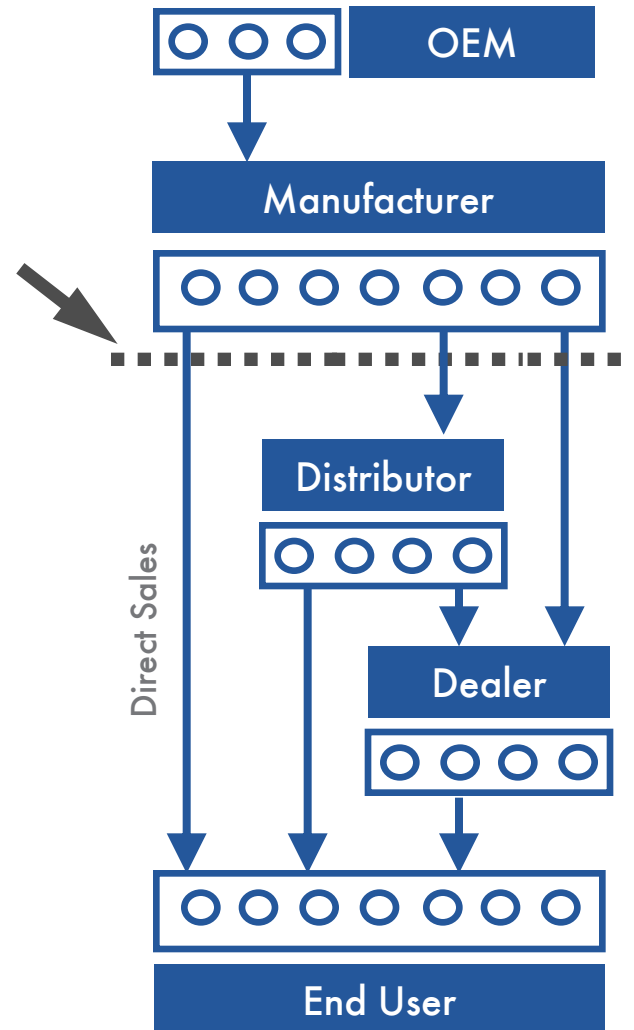
Sales by intermediaries such as retailers, DIYers, wholesalers, etc



# What Do We Measure in Our Reports?

Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM)

Sales are segmented by the first distribution partner.



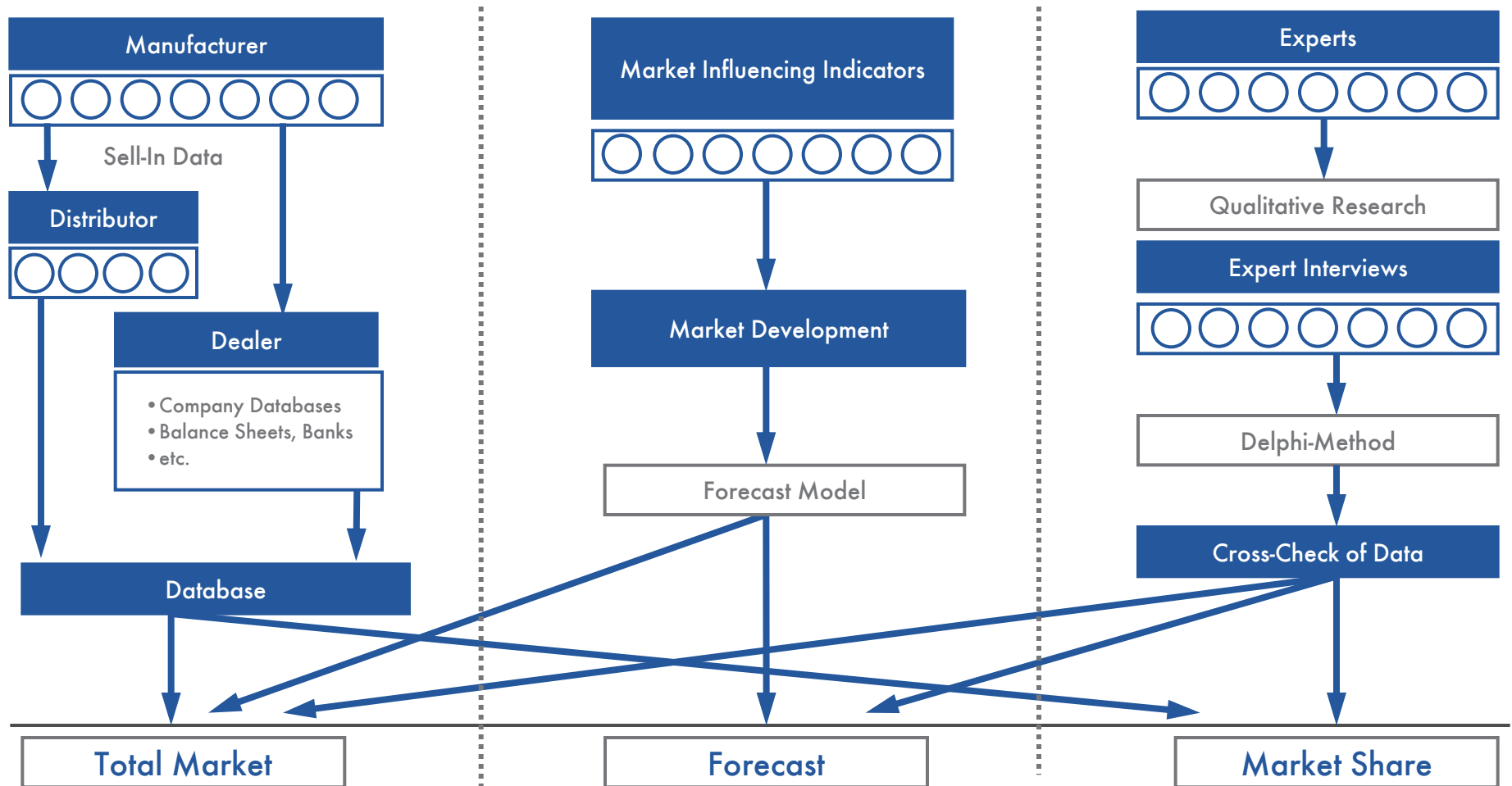
The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.

# How Do We Conduct Our Research?

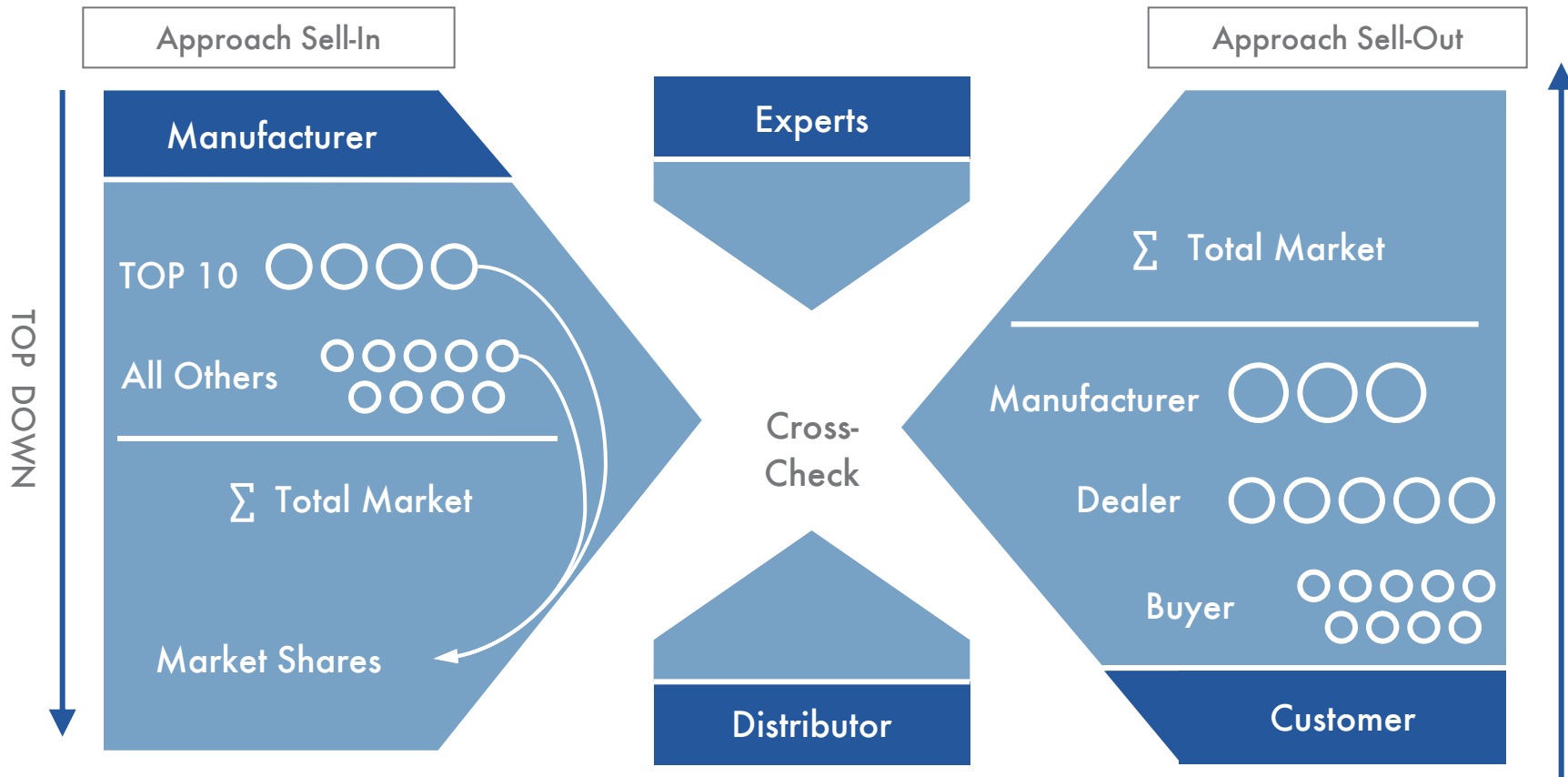
Description Structure of Survey Methodology

Methodology





# How Do we Cross Check the Data?



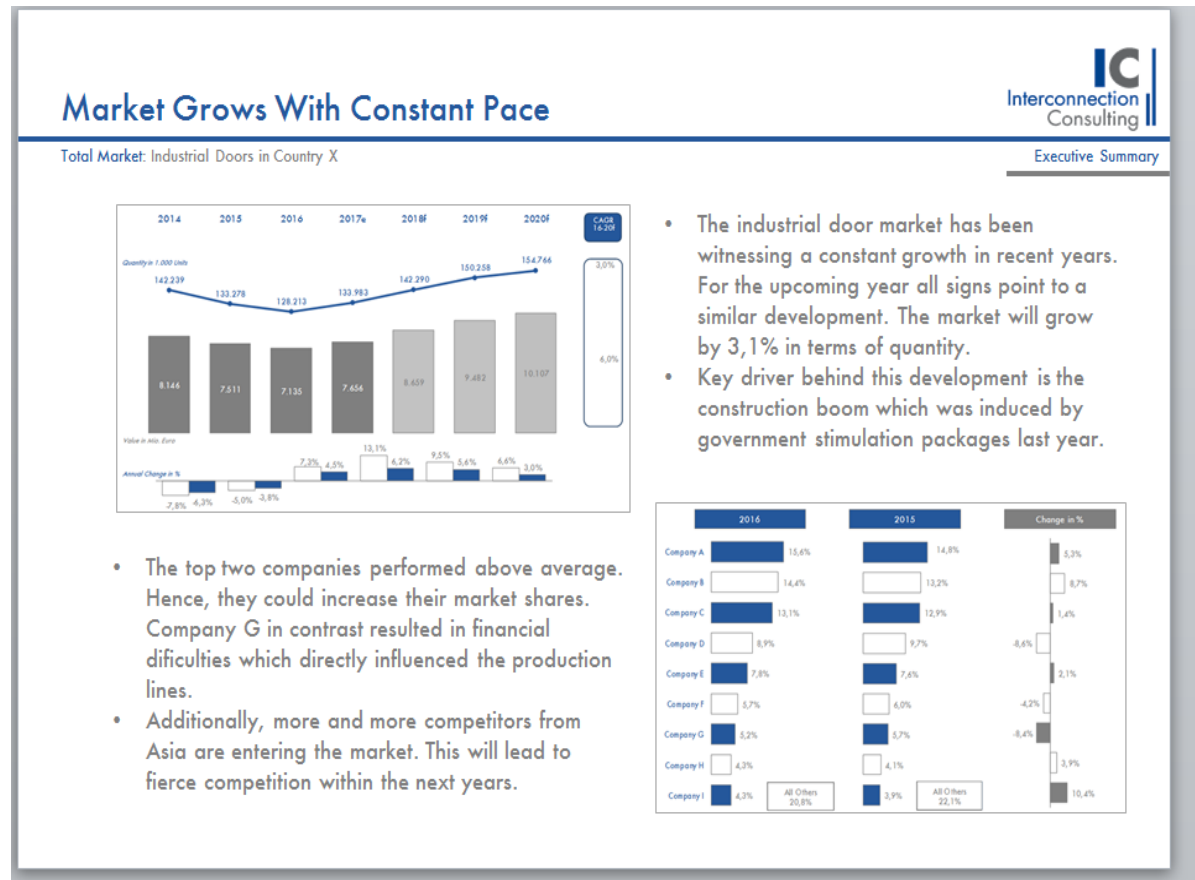
*The IC Market Tracking® is modularly built and consists of the following sections:*

- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analysed in the **Economic Environment**: You will find the most important data on consumer behaviour, main economic indicators, etc.
- The **Total Market Analysis** shows the development of the market surveyed by value and quantity in different dimensions, such as regions, product groups, and ways of distribution. A forecast for the next years is an essential part of this analysis.
- The **Competition Analysis** shows in detail the development of the top companies in the market by finding out about the market shares in different categories, changes in market position, benchmarks, average prices, etc.

1. Executive Summary	(ca. 10 pages)
2. Definition and Methodology	(ca. 5 pages)
3. Market Drivers	(ca. 20 pages)
4. Regional Market Analysis and Forecast	(ca. 20 pages)
5. Competition Analysis	(ca. 20 pages)
6. Tables, Facts and Figures	Pivot Table

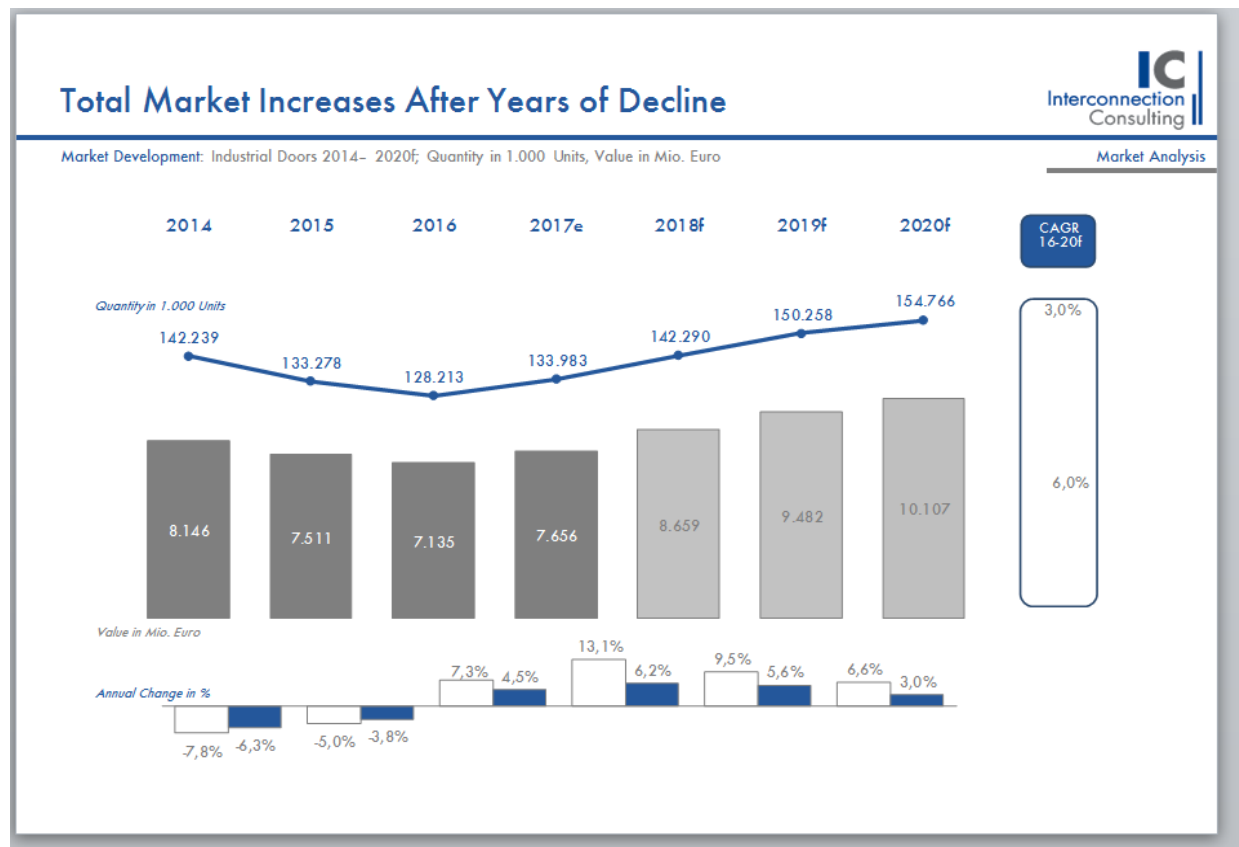
\*Pages based on single country report

- The executive summary comprises all relevant information of the report in precise manner. Forecast and
- competition situation is highlighted
- *This chart shows dummy figures.*

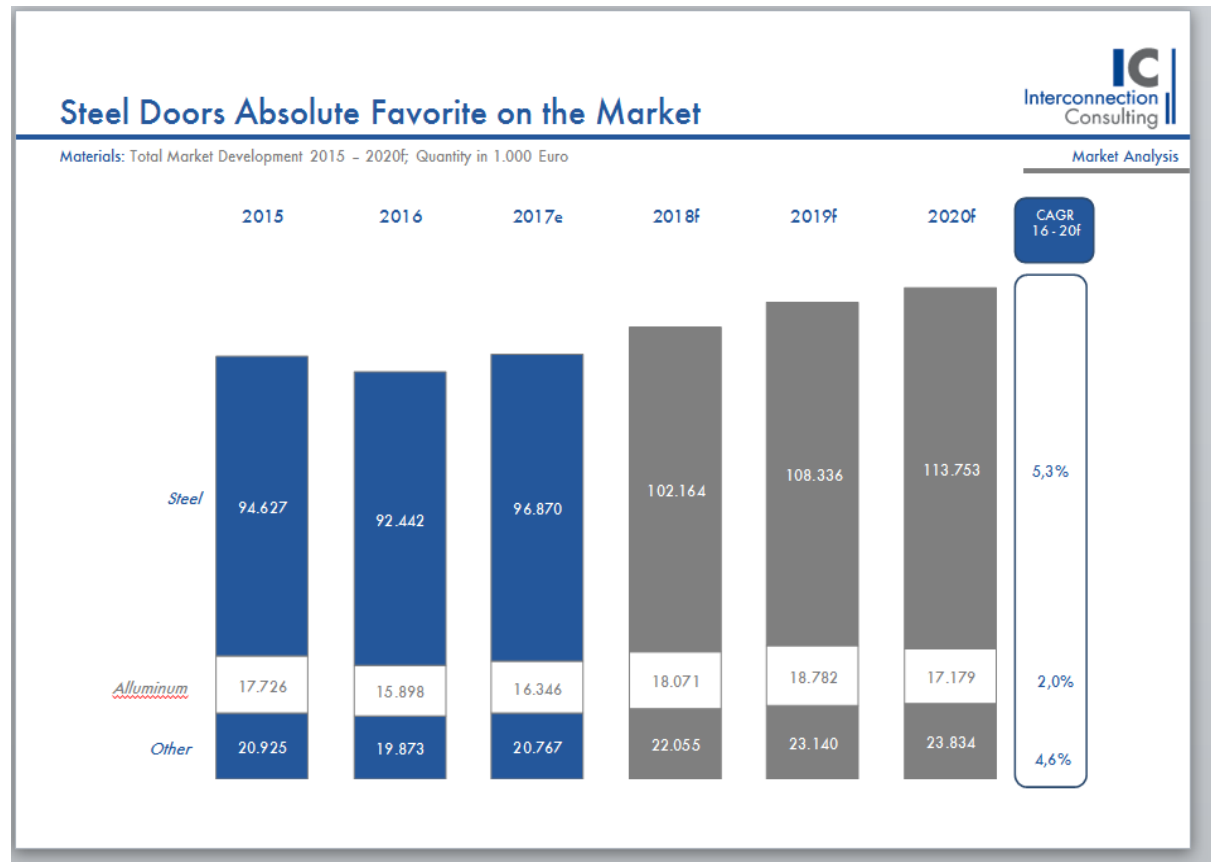


# Total Market Development and Forecast

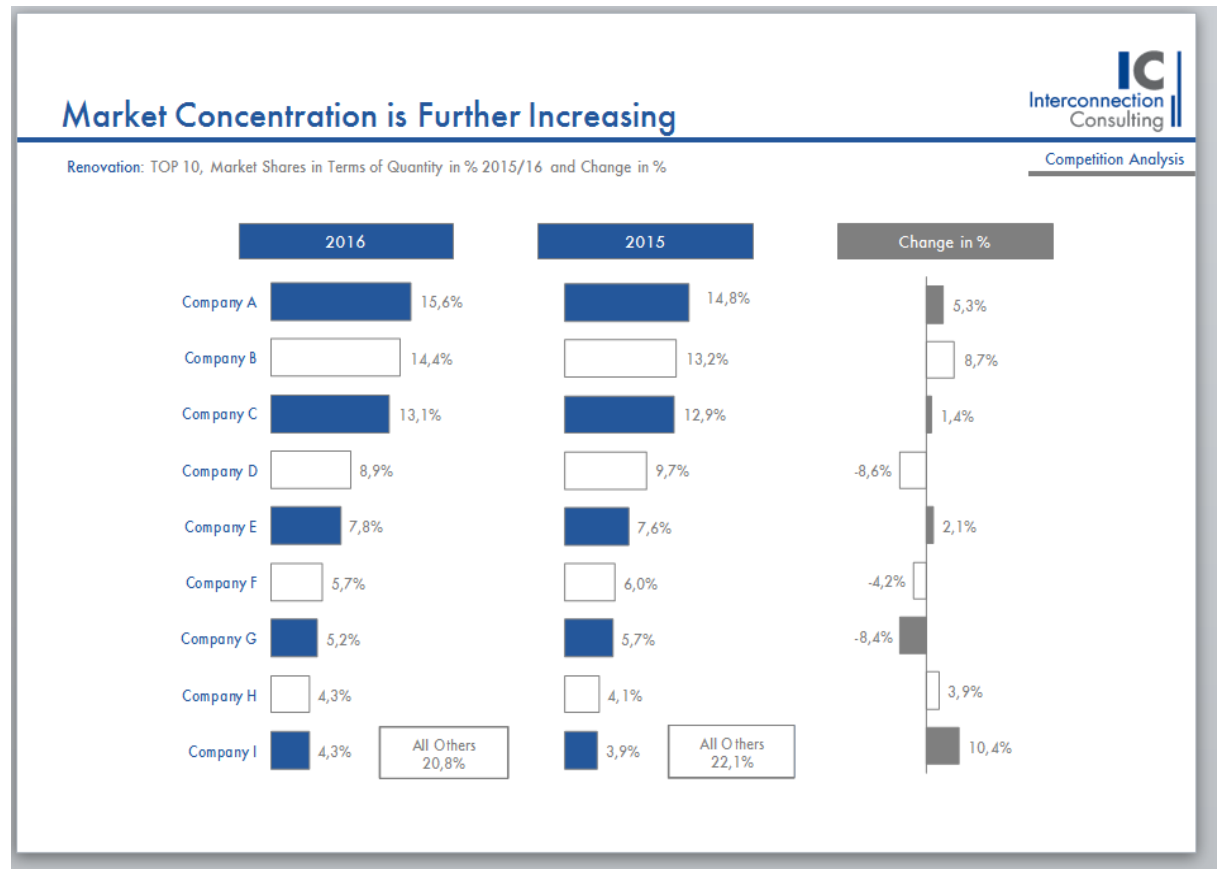
- Overview of the total market in terms of quantity and value
- Development until the current year and forecast for the upcoming three years
- *This chart shows **dummy figures**.*



- Overview of Product Groups, Materials, Application Areas, Business Segments as well as a Forecast for the upcoming three years about their development.
- *This chart shows **dummy figures**.*



- Detailed description of the most important companies in the examined market by reference to market shares, changes, BCG-Portfolios, etc.
- *This chart shows dummy figures.*



- In addition to the visualized report a Pivot Table will be included.
- This tool allows individual and selective analyses to be made by the user with the available data, especially when it comes to future trend and segmentation modelling.
- Pivot tables are available for the competition analysis as well as for the total market and forecast studies.

### How to use Pivot Tables

1. Generally, the desired sub-categories (i.e. Technology - A) can be selected with the ordinary drop down menus.

Technology	<b>A</b>
Distribution	(All)
Quarter	<b>4</b>
Quantity/Value	<b>Quantity</b>
Weight Classes	(All)
Country	<b>Germany</b>
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	
Segments	Results
<b>Segment A</b>	18.592
<b>Segment B</b>	8.434
<b>Segment C</b>	5.310
<b>Segment D</b>	3.290
<b>Segment E</b>	1.332
<b>Total</b>	<b>36.958</b>

2. If you want to analyse a different category (i.e. Technology), click on the gray field and drag it down to the table.

Distribution	(All)
Quarter	<b>4</b>
Quantity/Value	<b>Quantity</b>
Weight Classes	(All)
Country	<b>Germany</b>
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	Technology			
Segments	<b>A</b>	<b>B</b>	<b>C</b>	
<b>Segment A</b>	3.290	5.452		7
<b>Segment B</b>	5.310	8.925		21
<b>Segment C</b>	8.434	10.794		
<b>Segment D</b>	18.592	14.624		13
<b>Segment E</b>	1.332	2.229		6
<b>Total</b>	<b>36.958</b>	<b>42.025</b>		<b>47</b>



## IC Market Tracking® 2018 Industrial Doors in Europe

<b>Europe Top 4**</b>	<b>Subscription*</b>	<b>Single Issue</b>	<b>Scale of Discounts</b> from a buying price of	
Single Country		€ 9.999,-	€ 5.000	-10%
Available countries		€ 2.950,-	€ 7.500	-20%
	Austria	Germany	Italy	Switzerland
			€ 12.500	-25%
			€ 22.500	-35%

\* Annual price for at least two orders of the study (order year and the following year. The subscription can be cancelled after two purchases of the study, but not later than at the 31.12. of the year in which the last study has been received. Price changes must be announced by Interconnection at least two months before the issue of a new study. In case of not-cancellation the subscription extends for a further year automatically.

\*\* Prices with regards of the scale of discounts.

Price includes an interactive PDF in electronic form. All prices shown excludes sales tax.

# Your Advantages as a Subscription Customer

Please choose between Subscription\*  
or Single issue

**Subscription\***  **Single Issue**

*As a subscription customer, you will receive the chosen report automatically at a reduced price from now on as soon as the new edition of the report is published. Additionally you have access to the following benefits:*









- **Price advantage** IC Standard Subscription (annual receipt of an IC study or IC study package): **20% price advantage** compared to single issue taking into account the **scale of discount**
- **Annually updated reports** on fixed dates
- One time a year **free web conference** with the Analyst of the report (presentation of key results, background information, answering of questions)
- **Info-Hotline**: answering of questions with regards to the report and on methodological issues relating to market research
- **Flexible subscription packages**: 2-year intervals, alternating countries, product change, etc., if possible. Conditions on request
- **Easy termination**: After 2 issues each subscription can be terminated easily

# Interconnection Delivers Data for Company Decisions

- Interconnection is the leading institute for market data in the construction industry.
- Our studies support the leading companies in defining targets and marketing strategies, including competition monitoring and control of marketing actions.
- Interconnection draws its Know-how from over 100 international market studies per year and a number of Ad-hoc studies in several industries.
- Next to market data we offer for the construction branch Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also when it comes to translating data into actions, i.e. the development of marketing strategies.



# Our Market-Intelligence Tools

<h2>Market Analysis</h2>  <ul style="list-style-type: none"><li>Market Volume</li><li>Market Shares &amp; Entry</li><li>Competition Analysis</li></ul>	<h2>Distribution Analysis</h2>  <ul style="list-style-type: none"><li>Channel Map</li><li>Distribution Matrix</li><li>Margins</li></ul>	<h2>Customer Insight</h2>  <ul style="list-style-type: none"><li>Focus Groups</li><li>Buying Motives</li><li>Customer Benefits</li></ul>	<h2>Market Forecasts</h2>  <ul style="list-style-type: none"><li>Indicator Models</li><li>Life Cycle Models</li><li>Econometric Analysis</li></ul>
<h2>Brand Analysis</h2>  <ul style="list-style-type: none"><li>Brand Scorecards</li><li>Brand - Triangle</li><li>Brand Affinity</li></ul>	<h2>Customer Satisfaction</h2>  <ul style="list-style-type: none"><li>Importance/Satisfaction Portfolios</li><li>Customer Loyalty</li><li>Customer Typology</li></ul>	<h2>Price Research</h2>  <ul style="list-style-type: none"><li>Price-Sales-Function</li><li>Price-Simulation-Tool</li><li>Optimal Pricing</li></ul>	<h2>Webverstärker</h2>  <ul style="list-style-type: none"><li>E Commerce Insights</li><li>Search Engine Marketing</li><li>Web Channel Analysis</li></ul>

*"IC is a permanent partner of ours and provides helpful data for decisions."*

Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe



If there are any questions please  
do not hesitate to contact us!

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we show you the way